

Introduction

Global Superstore is a leading global online retailer based in New York, offering a diverse product catalog designed to serve a broad international customer base. With operations spanning **147 countries**, the company aims to be a **one-stop-shop** for consumers by providing a vast selection of **over 10,000 products** across three key categories:

- **Office Supplies** (e.g., staples, paper, writing materials)
- **Furniture** (e.g., chairs, desks, storage solutions)
- **Technology** (e.g., smartphones, laptops, accessories)

As a data-driven company, **Global Superstore** continuously analyzes its sales, profitability, and customer behavior to optimize its business strategy and improve operational efficiency. This project focuses on leveraging **data analytics and visualization techniques** to uncover insights that can drive **profitability, customer engagement, and cost efficiency**.

By analyzing historical sales data, this study will identify **key trends**, evaluate **regional profitability**, assess **shipping costs**, and provide **data-backed recommendations** to enhance business performance. The findings will help Global Superstore make informed decisions on **product offerings, pricing strategies, and operational improvements** in different global markets.

Objective

This project aims to analyze Global Superstore's sales and operational data to:

1. **Identify key trends** in sales, profitability, and customer purchasing behavior.
2. **Evaluate regional performance**, including the most and least profitable countries.
3. **Assess the impact of shipping costs** on profitability, particularly in high-cost regions.
4. **Analyze product subcategories** to determine the most and least profitable ones.
5. **Investigate customer segmentation**, including return patterns and high-value customers.
6. **Provide actionable recommendations** to improve profitability, optimize logistics, and enhance customer retention.

Data & Methodology

◆ Dataset Description

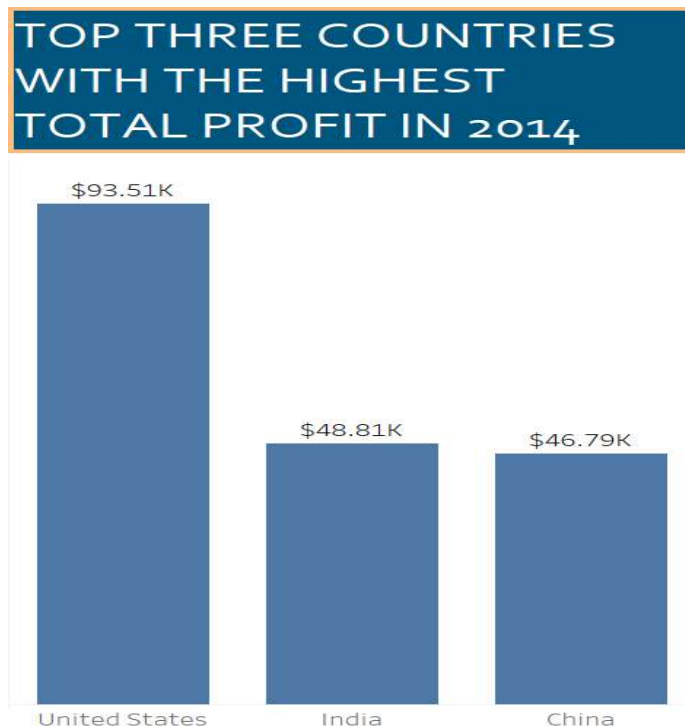
- Source: **Global Superstore Dataset**
- Number of records: xx,xxx (mention total records)
- Key columns used:
 - Order Date, Country, Sales, Profit, Shipping Cost, Product Category, Customer Segment
- Any **data cleaning** done in Tableau.

◆ Tools Used

- **Tableau** (for data visualization & analysis)
- **Excel / SQL** (for data validation & exploration)
- **Colab - Python** (for data cleaning)

Key Findings & Insights

Question 1a: Top Three Countries by Total Profit in 2014



Findings:

In 2014, the three countries that generated the highest total profit for Global Superstore were:

1. **United States – \$93.51K**
2. **India – \$48.81K**
3. **China – \$46.79K**

Visualization Insight:

- The **United States** recorded almost **double** the total profit compared to **India** and **China**, indicating its strategic importance for Global Superstore's operations.
- **India** and **China** follow as significant contributors, but there's a noticeable gap compared to the U.S.